

**Regional Offices on Women's Health (OWH)
Request for Applications (RFA):
Reducing Health Disparities by Preventing Obesity among
Minority and Underserved Women and Girls**

A. Application Submission Deadline

- Applications must be received no later than **February 10, 2011** at 5:00 p.m. Mountain Time (MT).
- Submit applications in Microsoft Word or PDF format to owhapplication@jsi.com or mail to JSI, ATTN: Megan Hiltner, 1725 Blake Street, Suite 400, Denver, Colorado 80202
- Do NOT submit applications to the Department of Health and Human Services (HHS) Regional Offices on Women's Health (OWH)
- Please read all instructions prior to submitting your application

For help with this RFA:

Please e-mail: owhapplication@jsi.com or phone toll-free: 1-866-224-3815

An applicant conference call to provide an overview of the funding opportunity will be held on: **January 18 at 2 p.m. ET/ 1 p.m. CT/ 12 noon MT/ 11 a.m. PT.**

To join this conference call on January 18, 2011 please dial **1-866-592-3899**.

Upon dialing in, please provide the following **conference ID number: 18996802**.

The title of the call is *"OWH Health Disparity Funding Opportunity Conference Call."*

Advance registration is **NOT** required to join the call.

B. Application Guidelines

This RFA is coordinated by John Snow, Inc. (JSI) on behalf of the HHS Regional Offices on Women's Health (OWH). Funding is available for activities and events in support of projects that address obesity prevention in minority and underserved women and girls. Community-based partnerships and collaboration are strongly encouraged.

Who can apply: Funding is available to eligible entities located in the 50 states, the District of Columbia, the six (6) U.S.-Affiliated Pacific Island Jurisdictions, Puerto Rico and the U.S. Virgin Islands. Eligible entities may include: public and private non-profit organizations, community-based organizations, faith-based organizations, national organizations, colleges and universities, health care providing organizations, government agencies, professional organizations, tribal government agencies and tribal/urban Indian, Native American/Alaska Native organizations.

C. Funding Available

Projects will be funded up to a maximum amount of \$2,500.

D. Background

The HHS Regional Offices on Women's Health (OWH) has contracted with John Snow Incorporated (JSI) to administer this RFA. The mission of the HHS OWH is to provide leadership to promote health equity for women and girls through sex and gender-specific approaches.

In order to achieve this mission, HHS OWH engages in the following activities:

- Developing innovative programs
- Educating health professionals
- Motivating behavior change in consumers through the dissemination of health information

For more information on the HHS OWH, please visit

<http://www.womenshealth.gov/owh/about/>

Within the OWH, there are ten Regional Women's Health Coordinators (RWHCs) in the United States who coordinate and implement national public health initiatives to promote a greater focus on women's health issues at the regional, state and local levels. The RWHCs advance the mission of the OWH in the U.S. HHS and represent the Deputy Assistant Secretary for Health (Women's Health) by administering programs that improve the health of women in communities across the country, and by coordinating activities and programs in health care service delivery, research, and public and health professional education. Sensitivity to local, state, and regional needs in women's health is reflected in their work to identify priority health areas, to establish networking relationships, and to implement initiatives addressing regional women's health concerns. For additional information about the RWHCs and the regional offices, please visit <http://www.womenshealth.gov/owh/reg/>.

E. Additional Funding Opportunities

This RFA is one of many funding opportunities which have been made available through the JSI on behalf of HHS OWH. Below is a list of additional opportunities and the RFA release dates.

- Building Systems of Prevention through Health Promotion:
Release date: October 2010
- Heart Attack and Stroke 9-1-1 Awareness Campaign for Women:
Release date: November 2010
- Reducing Health Disparities and Achieving Health Equality: Addressing Depression among Racial and Ethnic Minority or Underserved Women and Girls:
Release date: January 2011
- Preventing Tobacco Use in Young Women of Low Socioeconomic Status:
Release date: February 2011

F. Project Areas To Be Funded

There has been an alarming increase in rates of obesity in the United States within the past 10 years. It has been estimated that health costs attributable to obesity were approximately \$75 billion in 2003.¹ Approximately 60 million adults or 30 percent of the adult population is now considered obese.²

¹Center for Disease and Control Prevention. Obesity. <http://www.cdc.gov/obesity>. Retrieved on February 04, 2010.

While obesity has had major adverse health effects on adults, it has had an even more profound effect on children. Statistics show that 61 percent of overweight 5 to 10-year-olds already has at least one risk factor for heart disease.

Overweight and obesity significantly contribute to many serious health conditions such as high blood pressure, high cholesterol, heart disease, type 2 diabetes, stroke, osteoarthritis, and some types of cancer.

This RFA supports the goal of the Surgeon General's Vision for a Healthy and Fit Nation, "As a nation, we must create neighborhood communities that are focused on healthy nutrition and regular physical activity, where the healthiest choices are accessible for all citizens."³

Funding is available for specific activities intended to prevent, raise awareness of, or respond to, overweight and obesity problems in communities within the ten HHS regions and its affiliated territories. Projects may focus on helping communities, individuals, or families to implement healthy eating habits and/or increase opportunities for, and engage in, physical activity. Other projects that will be considered include training for health care providers to address obesity in minority and underserved women and girls in a culturally appropriate manner and the development of organizational policies that create healthier environments.

Preference will be given to projects that reach or address populations at higher risk for obesity based on their race and ethnicity and/or the economic and social conditions in which they live. This includes women and girls of racial or ethnic diversity, immigrant women and girls, women and girls in rural areas, and women and girls with disabilities.

Organizations funded through this RFA are encouraged to use one or more of the federal programs and resources listed under "Suggested Federal Programs and Resources" below.

Suggested Federal Programs and Resources

Projects funded through this RFA are encouraged to use the following programs and resources:

Body Works (HHS Office on Women's Health) <http://www.womenshealth.gov/bodyworks/>

Let's Move! (First Lady Michelle Obama's nationwide campaign to tackle the challenge of childhood obesity) <http://www.letsmove.gov/>

We Can! (National Heart Lung and Blood Institute)
<http://www.nhlbi.nih.gov/health/public/heart/obesity/wecan/>

²Center for Disease and Control Prevention. Facts about Obesity in the United States. http://www.cdc.gov/pdf/facts_about_obesity_in_the_united_states.pdf. Retrieved on February 04, 2010.

³ U.S. Department of Health and Human Services. The Surgeon General's Vision for a Fit and Healthy Nation 2010. <http://www.surgeongeneral.gov/library/obesityvision/obesityvision2010.pdf>. Retrieved on February 10, 2010.

⁴ Trust for America's Health. F as in Fat 2009. <http://healthyamericans.org/reports/obesity2009/>. Retrieved on February 11, 2010.

My Bright Future: Physical Activity and Health Eating for Young Women (Health Resources and Services Administration)

<http://www.hrsa.gov/womensHealth/mybrightfuture/menu.html>

LEAN Works: A Workplace Obesity Prevention Program (Centers for Disease Control and Prevention) <http://www.cdc.gov/leanworks/>

Nutrition Resources for Health Professionals (Centers for Disease Control and Prevention)

<http://www.cdc.gov/nutrition/professionals/index.html>

Presidential Active Lifestyle Award (The President's Challenge Program)

<http://www.presidentschallenge.org/challenge/active/index.shtml>

Other federal resources on overweight and obesity can be found at

<http://www.surgeongeneral.gov/obesityprevention/resources/index.html>.

G. Funding Notification

This is a competitive process. All applications will be reviewed by a technical review panel. Applicants will be notified by e-mail or mail as to the status of their application by April 6, 2011.

H. Payment Process

This award is a contract not a grant. Awardees will become sub-contractors of JSI. You will receive payment after the completion of your project and approval of your final report. Payments will be processed within 30 days of receipt and approval of final report.

Note: All modifications to your project must be approved before your project is implemented. Modifications to your proposed project that are not approved in advance may result in nonpayment of your award. To request approval for modification, please contact JSI at owhapplication@jsi.com.

I. Project Time Frame

Awardees will have until September 15, 2011 to complete their projects (including submission of final report).

J. How To Submit an Application

- Submit applications in Microsoft Word or PDF format to owhapplication@jsi.com or mail to JSI, ATTN: Megan Hiltner, 1725 Blake Street, Suite 400, Denver, Colorado 80202

Note: E-mail is the preferred method for application submission. Applicants that do not have e-mail may submit applications via mail.

- Applications will not be accepted by the Regional Offices on Women's Health
- Applications must be received by JSI by e-mail or mail submission no later than **February 10, 2011** at 5:00 p.m. Mountain Time
- Applications can not exceed 6 pages in length
- You will receive confirmation of your submission in three days. If you do not receive a confirmation, please call toll-free 1-866-224-3815
- If you have questions or need assistance please call 1-866-224-3815

K. Review Process

Applications will be reviewed by a technical review panel. Successful applications will be selected based on their relevance to OWH program objectives and the following criteria:

- Form I. All requested contact information is included (5 points)
- Form II. Organizational Background (20 points)
 - Description of organization's mission, history, and services is provided
 - Description of geographic area and population served is provided
- Form III. Proposed Project Description (35 points)
 - Proposed project information is provided
 - Proposed project goals and objectives are identified
 - Community need for the project is described
 - Proposed project partners are described
 - Proposed project target population is described
 - Planned activities and deliverables are identified
- Form IV. Project Evaluation (20 points)
 - Performance Measures are described and relate to the proposed project goals and objectives
- Form V. Budget (20 points)
 - Budget expenses are detailed in the table provided and all expenses are allowable. Other sources of funding are included

L. Disclaimer

The HHS OWH has contracted with JSI to administer this request for application. Awardees will become subcontractors of JSI.

All materials submitted regarding this project announcement become the property of HHS. HHS has the right to use any or all information/materials presented in your application, subject to limitations for proprietary or confidential information. Disqualifications or denial of the application does not eliminate this right.

It is the responsibility of the applicant to identify proprietary information and request that the information be treated as such. Any additional restrictions on the use or inspection of material contained within the application shall be clearly stated in the application itself. The privacy policy for JSI is available at <https://www.jsi.com/JSIInternet/privacy.cfm>. The HHS privacy policy is available at <http://www.hhs.gov/Privacy.html>.

Event materials supported through these funds must include acknowledgment of support from the U.S. Department of Health and Human Services, Office on Women's Health. The awardee must also include the following statement on event materials distributed at events: **"Funding for this activity was made possible in part by the HHS, Office on Women's Health. The views expressed in written materials or publications and by speakers and moderators at HHS-sponsored conferences, do not necessarily reflect the official policies of the Department of Health and Human Services; nor does the mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government."**

The contents of the application will become contractual obligations if the project is funded. JSI reserves the right to request revisions to the budget and/or scope of work of any applicant.

Application Instructions

Complete your application using the following forms. Be sure that Form I of application is signed by an official from your organization with fiduciary responsibility. Complete applications cannot exceed 6 pages in length (5 pages for Forms I, II, III, IV and 1 page for Form V).

Completed applications include:

Cover Page (included as Form I)

Organizational Background (included as Form II)

Proposed Project Description (included as Form III)

Project Evaluation (included as Form IV)

Project Budget (included as Form V)

Reducing Health Disparities by Preventing Obesity among Women and Girls

Cover Page – Form I

Contact Information

HHS Region: _____

Organization Name: _____

Mailing Address, City, State, Zip: _____

Executive Director: _____

Project Director: _____

Telephone Number: _____

E-mail Address: _____

Fax Number: _____

Organization's Employer Identification
Number (EIN)/Tax Exempt Number: _____

Signature of responsible official: _____

Note: Applications should be signed by an official with fiduciary responsibility for your organization. For applications submitted via e-mail, a typed electronic signature with a statement "this typed signature represents an official signature" is acceptable.

Organizational Background – Form II

1. Describe your organization's mission, history, and services provided. Include information on how your organization is qualified to implement the proposed project.
2. Provide a brief description of the population and geographic area that your organization serves.

Proposed Project Description – Form III

1. What is the proposed project name?

2. What do you want to accomplish with this project? List the goal(s) and objectives for the proposed project. Please refer to the following website to develop SMART goals, objectives and outcome measures:

<http://www.goal-setting-guide.com/goal-setting-tutorials/smart-goal-setting>

Also include an explanation of why you think this project will be effective.

2a. Does the proposed projects include evidence based or proven activities or interventions? Will you be replicating an evidence based model? If yes, please describe. (For information on a wide range of programs and policies that have been found to be effective, please see “The Community Guide” at <http://www.thecommunityguide.org/index.html>.)

3. Describe the community’s need for this project. Use Quick Health Data Online statistics whenever possible <http://www.healthstatus2010.com/owh/>

4. Describe your proposed project. How you will carry it out? Who are your partners?

5. What is the proposed project's target population? Include women/men, race and ethnicity, rural/urban, age groups, and consumer/professional. Where is the target population located? How many people will be reached by this project?

6. In the table below, provide a timeline for all activities required to carry out this project.
(Add more rows as needed.)

Activity	Start Date	End Date	Person Responsible

7. Deliverables: Identify final product(s) that you will submit to JSI, for example, report on proceedings; training curriculum, etc.

Project Evaluation – Form IV

1. Evaluation: What performance measure(s) will you use and how will you evaluate the success of your project? Performance measures should be directly related to the goals and objectives described in Form III, question 2. Examples of evaluation methods include pre-post test to measure improved health indicators or questionnaire to measure knowledge gained as a result of this project.

Project Budget- Form V

1. List how you will use requested funds for this project in the table below.

Item Description	Unit	Unit Cost (\$)	Cost Covered by Requested Funds	Total Cost (\$)
<i>Example: Educational pamphlets</i>	<i>100</i>	<i>\$0.50 ea.</i>	<i>\$50.00</i>	<i>\$50.00</i>
Total:				

2. List other sources of funding to support the project budget, if any including in-kind support.

Examples of activities that can be funded include: health walks, health fairs, training, educational materials, and speaker fees. Educational materials purchased with this funding must be scientifically based, medically accurate, and up to date.

Federal funding will not be provided for the following:

- capital building projects, overhead, or indirect costs
- food and beverages
- research, direct clinical services, lab services and testing kits
- printing and copying over \$1,000
- promotional items (i.e. t-shirts, sunscreen, pens)
- volunteer stipends
- creation of books, DVDs, CDs and other marketing media such as websites- this does not include reprinting of HHS materials
- fundraising activities